

ReadyClickMail™ — Online Personalized Direct Mail Solution for Salesforce Automation

Direct mail advertising has always been effective, especially when the messages are highly targeted to the recipients. Now there are additional advantages to direct mail. Two recent pieces of legislation have been enacted to severely limit the activities of telemarketers who place unwanted telephone calls, and those who broadcast solicitations through “spam” e-mails. Direct mail continues as an approved advertising channel, and can be one of the most cost-effective vehicles for communicating with customers and prospects.

To profit from the new opportunities in direct mail, Amgraf's online ordering and in-plant prepress automation software has been enhanced as the *ReadyClickMail* Solution. *ReadyClickMail* is ideal for the professional print manufacturer to support end-user customers in the administration of their direct mail sales campaigns. The software includes an integrated set of features to empower sales representatives and automate the entire print production and mailing process.

With *ReadyClickMail*, sales professionals can manage personal mailing lists, and imprinted documents can be designed, addressed and ordered online. At the printing plant, submitted orders can be automatically merged into corporate batches, sorted for the most economical postage rates, printed in sequence with color digital presses, and prepared for insertion into the U.S. Mail stream within 24 hours.

Amgraf delivers *ReadyClickMail* as a turnkey system for print manufacturers to build, brand, and manage online ordering web sites for their customers, who then utilize the site to purchase direct mail services.

Web-Based Document Design and Ordering

Amgraf's *OneForm Designer Plus with Stationery Option* software is used to quickly create online order forms for personalized documents. When coupled with the new mailing list management software, the order forms are ideal for use by sales representatives to organize direct mail advertising campaigns.

Web-Based Mailing List Management

End-user sales representatives log-in to a branded campaign management web site, and quickly create a customized mailing list. Using many different criteria, lists can be extracted from a master corporate list, named, and saved. Sales Reps can create as many personal lists as needed, for each product/service category and set of demographics. Lists can be shared between users if desired.

The Mailing List Manager Organizes Addresses

The online order forms created with *OneForm Designer Plus* clearly show the imprinted document, including actual typefaces, logos, ink colors, and paper stock. Customers can input and verify their imprint data, and immediately see that the order is correct and ready to print. The document can then be mailed to every address on a personal mailing list.

Create Branded Web Pages with OneForm Designer Plus

Order Form Templates Display within an Internet Browser

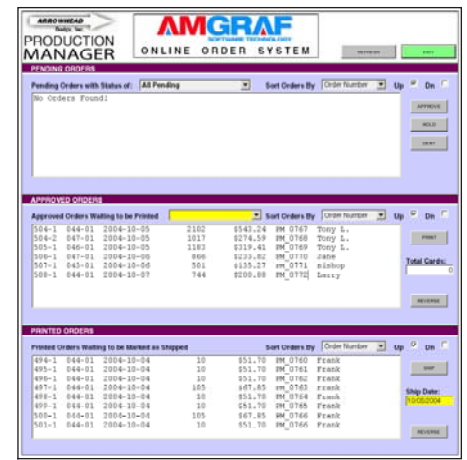
In-Plant Mailing List Processing

To produce personalized documents, an inplant production manager simply clicks on a list of approved orders. The orders are automatically merged into a batch for sorting and printing.

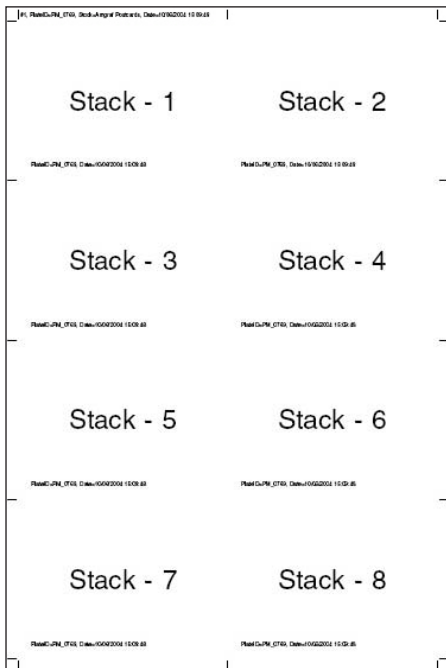
Amgraf has integrated the *Satori Software Mailroom Toolkit* into *ReadyClickMail* to insure the highest level of automation and accuracy in mailing list management. Mailroom Toolkit provides CASS certification, change of address updating, carrier route sorting, postage charge calculation, and automatically produces all standard U.S. Postal Service transaction forms.

In-Plant Print Automation

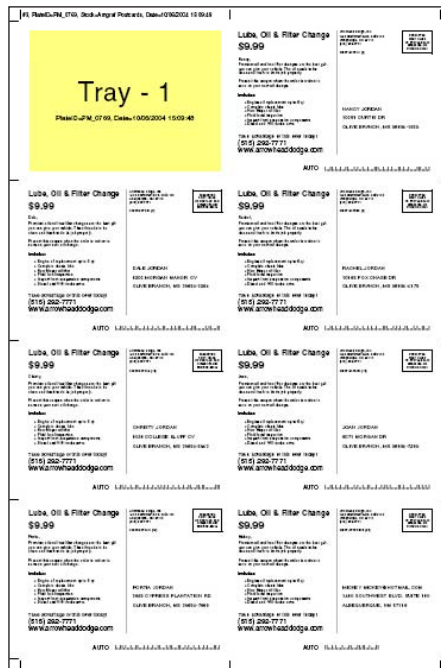
Within the printing plant, Amgraf's MECCA 2000 prepress workstation efficiently and reliably processes thousands of online orders. During the batch composition process, the personalized messages and address blocks are inserted onto document templates. Images are then imposed so that full sheets can be printed in stacks of 100 or more. Printing is typically done using high-speed duplexing digital color presses. For small documents like postcards, a banner page identifies the stacks by number so that they can be collated after shearing.



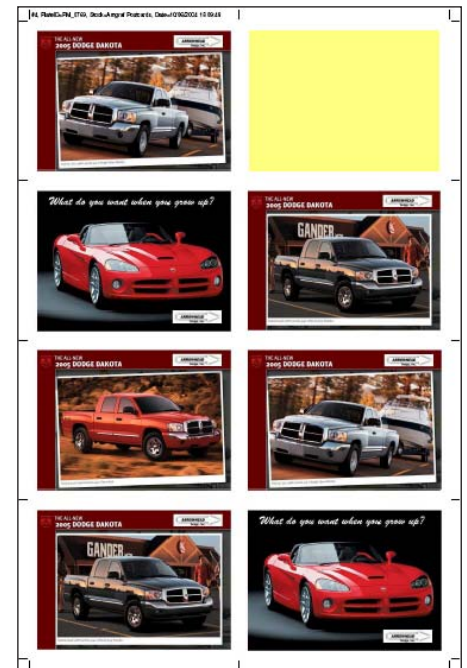
Production Manager Control Panel



Automatic Banner Page



Imposed Personalized Documents



Front-to-Back Registration

System Components and Integration Services

The *ReadyClickMail* client interface is free with Amgraf's OneForm Designer Plus with Stationery Option software. The package includes all the software necessary to create and maintain online ordering web sites. The *ReadyClickMail* batch composer is free with Amgraf's MECCA 2000 Prepress Workstation. MECCA 2000 also serves as the variable data merging engine and database manager for the inplant print production department. The Satori Software Mailroom Toolkit is an additional cost utility package that cleanses, manages, and sorts the address lists to get the most economical postage rates. *ReadyClickMail* is compatible with color digital presses from Xerox, HP Indigo, Xeikon, and other leading suppliers.

User training, consulting, and a full list of technical integration services are available from Amgraf to assist in the successful implementation of the *ReadyClickMail* solution. Please contact your sales representative from Amgraf for more information.



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Finished Documents are Output to duplexing Digital Color Presses

